

File copy
WEEK OF
February 2, 1959

fashion calendar

january

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february

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january – 1960

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february – 1960

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march – 1960

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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19th YEAR • A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 30, 1959</u>			
Friday Jan. 30	PRESS PREVIEW OF SUMMER FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
12:00 Noon Luncheon	Lee Claire will present their Summer collection to the press and buyers. By invitation. Beginning Monday, Feb. 2 - daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470.		

WEEK BEGINNING SUNDAY, FEBRUARY 1, 1959

Sunday Feb. 1 1:00 P.M. Brunch	SHOWING COUTURE COATS & SUITS DURING BRUNCH "Pink Champagne and Roses"--showing of couture coats and suits, available at Altman, Bergdorf Goodman, Lord & Taylor, Saks Fifth Avenue. Reservations -\$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 E. 37th St., MU. 9-8542.	DAVE BELLSEY CO. (512 SEVENTH AVE.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday Feb. 2- Feb. 20 9:00 A.M.- 5:00 P.M.	PREVIEW OF FASHIONS FROM MAY ISSUE Complete showing of fashions and promotion plans from Seventeen's May issue. For store and buying office executives only. By appointment. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
Monday Feb. 2- Feb. 27 9:00 A.M.- 5:00 P.M.	PREVIEW OF SUMMER FASHIONS "Two Weeks With Pay"--preview of Summer fashions from the May issue; also review of fashions from April-June issues, at new showroom. By invitation <u>only</u> . Contact: Edith Loss, PL. 9-2080.	CHARM MAGAZINE	575 MADISON AVENUE SHOWROOM - 7TH FLOOR

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, FEBRUARY 2

David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 F1) LA. 4-2577
Davidow	By Appointment	550 7th (21 F1) PE. 6-6909

TUESDAY, FEBRUARY 3

Lloyd Weill	10:30 A.M.	498 7th (22 F1) LO. 5-3041
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WEDNESDAY, FEBRUARY 4

Sport-Craft, Inc.	10:30 A.M.	550 7th (12 F1) LA. 4-9724
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FRIDAY, FEBRUARY 6

Zoltan Rosenberg Co.	2:30; by appointment...	550 7th (22 F1) LA 4-6691 (Vera Stewart Originals)
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Beginning Monday Feb. 2	JUNIOR COLLECTION IN NEW SHOWROOM Continuous daily showings of the Sandra Sage junior dresses and ensembles in their new showroom. Contact: CH. 4-2677.	SANDRA SAGE, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 2	SUMMER FASHIONS BY GASTON MALLET Gaston Mallet designed Summer evening and cocktail collection at continuous daily showings. Contact: Bernice Lewis, PE. 6-6250.	ARTHUR L. LEWIS, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Feb. 2	OPENING OF SUMMER COLLECTION "Yankee Travelers"--Hope Mathew's Summer collection of separates and casual dresses. Continuous thereafter. Contact: Angela Coppa, LA.4-2398.	LADY GUILFORD	1384 BROADWAY SHOWROOM - 10TH FLOOR
Feb. 2- Feb. 6	THE 24TH ANNUAL NOTIONS AND NOVELTY SHOW AT HOTEL NEW YORKER. Contact: Flo English, LO. 3-1000, Room 929.		
Tuesday Feb. 3 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Lloyd Weill and Wiley Petites fashions on Tuesdays and Wednesdays at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 3 10:30 A.M.	OPENING OF SUMMER COLLECTION Daily showings Monday through Friday at 10:30 A.M. By reservation. Contact: Don Robertus, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Feb. 3 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	OPENING OF SUMMER COLLECTION Margot junior collection at 11:00 A.M. daily; Rappi (misses) at 2:00 P.M. daily; Arkay Junior Frocks at 3:00 P.M. daily. Contact: Ruth Scott, LO. 5-2626.	MARGOT, INC.; ARKAY; AND RAPPI	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
Tuesday Feb. 3 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Summer collection designed by Miss Lucel. By invitation. Daily thereafter at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 3 12:00 Noon	OPENING OF SUMMER COLLECTION Junior dresses and separates, Feb. 3, 4, 5, 10, 11, 12 from 12:00 Noon to 1:00 P.M. By reservation. Contact: Audrey W. Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 3 12:30 P.M. Luncheon	FASHION BENEFIT FOR CANCER MEMORIAL FUND Showing of fashions from Henri Bendel during luncheon for benefit of The Cancer Memorial Fund. Tickets: \$7.50. By invitation. Contact: Mrs. Evelyn Rafter, TR. 9-3000. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	HENRI BENDEL (10 W. 57TH ST.)	HOTEL PLAZA BALLROOM
Tuesday Feb. 3 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans and Mario Papiri, will be shown Feb. 3 and 4 at 1:00 P.M. By admission card only. Contact: Miss Andrée, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 3 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection designed by Mildred Orrick, at 2:30 P.M. on Feb. 3, 4, 5, 10, 11, 12, 17, 19. By reservation. Contact: Adele Nagel, LO. 4-2155.	CLAIRE McCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 3 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and ensembles, designed by Violet Feigen. Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Feb. 3 4:00 P.M. Cocktails	PREVIEW OF SUMMER JUNIOR FASHIONS Preview of Summer junior dresses and costumes designed by Patrick Porter. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Feb. 3	OPENING OF SUMMER COLLECTION Joan Leslie's Summer collection at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday Feb. 3	PETITE AND MISSES SUMMER COLLECTION "Summer Enchantment"--opening of Summer collections of "Petti-4" custom sizes for the petite miss; and "Terry Rogers" misses sizes. <u>By appointment before February 3.</u> (Note Change of Date.) Contact: CH. 4-3558	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Tuesday Feb. 3	OPENING OF SUMMER COLLECTION Continuous daily showings of Summer cocktail and formal collection, designed by Bill Underwood. Contact: Bill Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Feb. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Cabana's Summer collection of sportswear, dresses, beachwear and play-clothes, designed by Pembroke Squires, for press and buyers. By invitation. Continuous daily thereafter at showroom. Contact: WI. 7-0326. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO. (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Wednesday Feb. 4 10:00 A.M.	OPENING OF SUMMER COLLECTION Showing of Summer beachwear, sportswear and dresses, designed by Greta Plattery. Continuous daily. Contact: PE. 6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Feb. 4 11:00 A.M.	OPENING OF SUMMER JUNIOR COLLECTION Showings Feb. 4 and 5 at 11:00 A.M. By reservation. Continuous daily thereafter. Contact: PE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 4 11:00 A.M. And 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Majestic Specialties will present their collection of color-coordinated Summer separates. For press and resident buying offices. By invitation. Continuous daily thereafter. Contact: Wanda Wheeler, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Feb. 4 11:30 A.M. Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Preview of Mignon's Summer collection for the press and resident buyers. Luncheon served at 12:00 Noon. By invitation and reservation. Showings thereafter, Feb. 10, 11, 12 at 11:30 A.M. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 4 2:00 P.M.	PREVIEW OF SUMMER COLLECTION	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Preview of Summer junior dresses, designed by Betty Carol. By invitation. Daily thereafter at 2:00 P.M. Contact: Bettye Whiteman, CH.4-7373. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
Wednesday Feb. 4 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Showings of Summer sportswear daily at 2:30 P.M., except Fridays. Contact: Joseph Sussman, WI. 7-0132.		
Wednesday Feb. 4 4:00 P.M.	PRESS PREVIEW: NEW JUNIOR COORDINATES	ERO INCORPORATED (110 WEST 40TH ST.)	27 EAST 37TH STREET 2ND FLOOR
	The new firm of Ero Inc., will preview their collection of Summer Junior coordinates, designed by Art Williams, for press and buyers. By invitation. Continuous daily showings thereafter at <u>new showroom, 110 W. 40 St.</u> Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.		
Thursday Feb. 5 11:00 A.M.	OPENING OF SUMMER JUNIOR COLLECTION	REICH-GOLDFARB & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Showing of Reich-Goldfarb Summer junior fashions, designed by Mr. Sidney. Continuous thereafter. Contact: Judith Sidney, WI. 7-5374.		
Thursday Feb. 5 12:00 Noon- 2:00 P.M. Buffet	PREVIEW: NEW LINES OF ICE CHESTS AND JUGS	HAMILTON-SKOTCH CORP.	LAMBS CLUB 130 WEST 44TH STREET
	"The First Picnic Of The Season"--introduction of Hamilton-SKOTCH's three new lines of ice chests and jugs, in conjunction with David Crystal and Haymaker fashions. By invitation. Publicity: Saul L. Warshaw at Ruder & Finn, 130 East 59th Street, PL. 9-1800.		
Tuesday Feb. 5 2:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Rembrandt's Summer collection. By invitation. Thereafter daily at 2:00 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Thursday Feb. 5- Feb. 6 2:30 P.M.	PREVIEW OF FIRST SPORTSWEAR COLLECTION	DOROTHY MAGEE (BUCKS COUNTY, PA.)	N.Y.WELLESLEY CLUB BELMONT PLAZA-RM. 17F
	Showing of a new kind of sportswear in Martex terry cloth, designed by Dorothy Magee. By invitation. Showings thereafter throughout February at Hotel York, Room 417. Contact: Dorothy Magee, WA. 9-2055.		
Thursday Feb. 5 3:30 P.M.	PRESS PREVIEW OF SUMMER DRESSES	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Preview for the press of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings</u> Feb. 10, 11, 12, 13 at 10:30 A.M. By appointment. Contact: Bill Laird, LA. 4-8490.		
Thursday Feb. 5 4:00 P.M. Cocktails	OPENING: SUMMER SPORTSWEAR COLLECTION	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Mr. Mort will present his Summer sportswear collection, designed by Reiko and Julie Isles. By admission card only. Contact: Miss Andre, OX. 5-4760.		

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Thursday Feb. 5 4:00 P.M.	PREVIEW OF SUMMER COLLECTION	DONALD BROOKS; HEDGES LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Donald Brooks' Summer collection of daytime dresses for Hedges Ltd.; also Feb. 11 at 4:00 P.M. By invitation. Contact: LO. 3-4231. Publicity: Ruth Hammer Associates, Inc., 2 West 59th Street, EL. 5-7872.		
Friday Feb. 6 9:30 A.M. Breakfast	SHOWING OF MIDSUMMER COLLECTION	JACQUELYN ROSS OF CALIFORNIA	HAMPSHIRE HOUSE COTTAGE
	Jacquelyn Ross of California will present her midsummer collection. By invitation. Thereafter at Savoy-Hilton Hotel. Publicity: Vera Bacal- Freyd Schey, 419 East 57th Street, PL. 3-8421.		
Friday Feb. 6 10:30 A.M.	PREVIEW OF SUMMER PETITE FASHIONS	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Summer fashions designed by Loet van der Veen. By invitation. Trade showings thereafter at 4:00 P.M. Publicity: Betty Yarmon, LO. 4-6874.		
Friday Feb. 6 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Trade showings on Feb. 10, 12, 17 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.		
Friday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of afternoon, cocktail and evening dresses. Thereafter by appointment. Contact: Lucille Gordon, LO. 5-2727.		
Friday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION	ZOLTAN ROSENBERG CO.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showing of daytime fashions designed by Vera Stewart. By appointment. Daily thereafter at 2:30 P.M. Contact: IA. 4-6691.		
Friday Feb. 6 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Sam Friedlander's Summer afternoon, cocktail and evening fashions, for press and buyers. By invitation. Thereafter Feb. 9, 12, 17, 19 at 4:00 P.M. By reservation. Contact: Bernice Devine, PE. 6-2663.		
Friday Feb. 6 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER FASHIONS	SEMONT, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Semont's Summer collection to the press. By invitation. Continuous daily thereafter. Contact: Bill Kalman, WI. 7-6845.		
Saturday Feb. 7- Feb. 15	"PARIS IN PERSON FASHION FLIGHT"	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PAN-AMERICAN JET IDLEWILD AIRPORT
	Showings in Paris of Couturier collections and accessory round-up show. Eligible: fashion executives from retail stores, not including regular buyers; fashion executives from the shoe, handbag, hosiery, millinery, lingerie, foundation garment, costume jewelry, scarf and belt industries. Fee: \$1,749.50, covers entrance to collections and accessory show, air fare round trip and all expenses in Paris. Contact: Monique de Nervo at Edward Gottlieb & Associates, Ltd., 640 Fifth Avenue, JU. 2-7540.		
Monday Feb. 9- Feb. 10	EIGHTY-THIRD ANNUAL DOG SHOW	WESTMINSTER KENNEL CLUB (22 EAST 60TH ST.)	MADISON SQUARE GARDEN 8TH AVENUE & 49TH ST.
	Admission: \$2.50. Contact: Thelma Boalbey, EL. 5-4933.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 9 10:30 A.M.	OPENING OF SUMMER COLLECTIONS Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30 and daily thereafter. By reservation. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 9 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Hannah Troy's Summer collection. By invitation. Thereafter at 1:00 P.M., Feb. 10, 11, 12, 17, 18, 19, 24, 25. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 9 4:00 P.M.	PREVIEW OF SUMMER COLLECTION Rosalie Macrini's collection of Summer cocktail and evening fashions. Thereafter Feb. 10, 12, 16, 18, 19. By reservation. (Note Change Of Date.) Contact: Jo MacLeod, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 9	OPENING OF SUMMER COUTURE COLLECTION Showing of couture Summer collection, daily until Feb. 19. By appoint- ment. Publicity: Helen O. Borger, LE. 5-9754.	WERLE ORIGINALS (LOS ANGELES, CAL.)	SAVOY-HILTON HOTEL ROOMS 2702-3

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, INC. (FOGA) —

MONDAY, FEBRUARY 9

Paul Parnes Corp. 2:15 P.M. 498 7th (10 Fl) CH. 4-4600

TUESDAY, FEBRUARY 10

David Levine Co.	9:00 A.M.	530 7th (21 Fl) LA. 4-0237
Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl) CH. 4-1542
Rudolf Gowns	10:30 A.M.	530 7th (12 Fl) WI. 7-6865
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl) LA. 4-7540
Jobere, Inc.	11:45 A.M.	530 7th (30 Fl) PE. 6-1938
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 Fl) PE. 6-0206
Wm. Fox-Visioni Corp.	1:00 P.M.	498 7th (18 Fl) CH. 4-2659
Junior Sophisticates Co.	1:00 P.M.	498 7th (4 Fl) LO. 4-0462
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl) LO. 3-0988
David E. Gottlieb, Inc.	1:15 P.M.	530 7th (4 Fl) LO. 5-2727
Grabois	1:15 P.M.	498 7th (5 Fl) CH. 4-2767
Branell	2:30 P.M.	530 7th (27 Fl) PE. 6-6983
A. Goodman & Co., Inc.	2:30 P.M.	530 7th (17 Fl) WI. 7-4077
Ed. Gerrick, Inc.	4:00 P.M.	550 7th (7 Fl) LO. 4-1820
Harmay	4:00 P.M.	498 7th (22 Fl) PE. 6-5547
Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 Fl) CH. 4-2655
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl) CH. 4-2617
Ben Barrack, Inc.	Continuous	498 7th (7 Fl) LO. 4-3923
Grobe Originals, Inc.	Continuous	498 7th (16 Fl) BR. 9-8394
Myron Herbert, Inc.	Continuous	530 7th (20 Fl) LO. 4-6830

WEDNESDAY, FEBRUARY 11

Nat Kaplan, Inc. 1:15 P.M. 498 7th (21 Fl) LO. 5-4115

Tuesday Feb. 10	OPENING OF SUMMER COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
9:00 A.M.	Showings Feb. 10, 17 at 9:00 A.M., Feb. 11, 12, 18 at 2:30 P.M. (Note Change Of Dates.) Contact: Miss Fritzi, LA. 4-0237.		

May 26
@ 9:00 A.M. Thereafter
230

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 10 9:30 A.M. Picnic Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Preview for press of the Adele Simpson Summer collection. By invitation. Trade showings at 10:00 A.M., Feb. 11, 12, 13, 18, 19. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 10 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Oleg Cassini's Summer collection--Feb. 10, 11, 12, 17, 18, 19 at 10:30 A.M. By appointment. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Associates, 38 East 57th Street, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 10 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Showings thereafter Feb. 11, 12, 17, 19 at 10:30 A.M. By appointment. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 10 11:30 A.M.	PRESS PREVIEW OF SUMMER DRESSES Abe Schrader will present his Summer collection, designed by Belle and Will Saunders. By invitation. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 10 11:45 A.M.	PRESS PREVIEW OF SUMMER FASHIONS Preview of late day and evening fashions for press and buyers. By invitation. Luncheon showings thereafter Feb. 12, 17, 19 at 11:45 A.M. By appointment. Contact: Joseph Speaker, PE. 6-1938. Publicity: Alfred Davidson Assoc., Inc., 38 East 57th St., PL. 5-0868.	JOBERE, INC.	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday Feb. 10 12:00 Noon	SUMMER COLLECTION BY LUIS ESTEVEZ Preview for the press of Summer fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRENELLE-ESTEVEZ, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 10 12:00 Noon	OPENING: COUTURE SUMMER FASHIONS "Summer Fashions"--showing of daytime, cocktail and evening fashions. Daily at 12:00 Noon. By reservation. Contact: Phyllis Youngheart, CH. 4-5963.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Junior Sophisticates' Summer collection at 1:00 P.M. daily. Contact: Ellen Roselle, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore at 1:00 P.M., Feb. 10, 11, 12, 17 and 19. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 10 1:15 P.M.	OPENING: SUMMER COCKTAIL AND EVENING DRESSES Daily showings at 1:15 P.M. Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 10 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing Feb. 10, 11, 12, 17, 18, 19 at 2:30 P.M. By reservation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION Jerry Parnis' Summer collection for A. Goodman will be presented at 2:30 P.M. Thereafter Feb. 11, 12, 13, 16, 17, 18, 19 at 2:30 P.M. Contact: WI. 7-4076.	A. GOODMAN & CO.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Feb. 10 3:00 P.M.	PREVIEW OF SPRING AND BOUTIQUE COLLECTIONS Eleanora Garnett will present her Spring custom-made and Boutique collec- tions to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Feb. 10 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Tina Leser's Summer collection, with showings at 2:30 P.M. thereafter. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL.3-5556.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 10 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of Summer dress collection designed by Kasper for Arnold-Fox, at 4:00 P.M., Feb. 10, 11, 17, 18. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 10 4:00 P.M.	OPENING OF SUMMER COLLECTION Harmay's collection of dresses, costumes and suits. Daily thereafter at 4:00 P.M. By reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles Charney, 101 West 55th Street, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 10 5:00 P.M.	PREVIEW OF SUMMER COLLECTION Ceil Chapman will present her Summer collection to the press. By invita- tion. Thereafter at 2:30 P.M. Contact: IA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION Daily showings. By appointment. Publicity: Virginia Dickson, LO.3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION Continuous daily showings of the Lentz Summer collection in petite sizes. Contact: Isabel Mendelsohn, LO. 4-5316.	LENTZ DIMUNITIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Feb. 10	OPENING OF SUMMER JUNIOR COLLECTION Continuous daily showings of junior daytime and cocktail fashions, designed by Frances Prisco. Contact: FE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Feb. 11	ASH WEDNESDAY (First Day of Lent).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 11 10:30 A.M. Luncheon	OPENING OF SUMMER COLLECTION Malcolm Charles' Summer collection, designed by Frank Adams, Feb. 11, 12, 17, 18, 19 at 10:30 A.M. Contact: Muriel Morris, IA. 4-7690. Publicity: Laura Cantor, IA. 4-7690.	MALCOIM CHARLES	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Feb. 11 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Showing of Spring and Summer couture fashions and H.B.A. furs designed by Martier-Raymond; millinery by Rene Teillard. Press by invitation. Public by reservation (\$4.50). Contact: "Headwaiter", EL. 5-3000. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 11 1:15 P.M.	OPENING OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. Daily showing thereafter at 1:15 P.M. Contact: Dorothea Manning, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPIAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses and coordinates by McMullen, for press and buyers. By invitation. Continuous thereafter. Contact: Esther Reifer, OX. 5-4270.	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Thursday Feb. 12 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Branell's Spring fashions available at Best & Co. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BRANELL (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 12 4:30 P.M. Cocktails	PREMIERE SHOWING OF SUMMER DRESSES "Alan Phillips Time"--first preview of Summer dress collection designed by Alan Phillips, for press and buyers. By invitation. Continuous daily thereafter at showroom. Publicity: Ken R. Williams Assoc., WI. 7-4471.	ALAN PHILLIPS INC. (225 WEST 36TH ST.)	500 CLUB 500 SEVENTH AVENUE
Tuesday Feb. 17 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Jane Derby's collection, Feb. 17, 18, 19, 24, 26 at 10:30 A.M. By appointment. Contact: Estelle Marr, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Herbert Sondheim's Spring collection available at Bonwit Teller. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 5-1000. Sondheim contact: IA. 4-7540. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	HERBERT SONDEHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALIROOM
Tuesday Feb. 17 4:00 P.M. Cocktails	PREVIEW: "CHRISTINA" SUMMER COLLECTION Tina Leser's "Christina" Summer collection, a group of day and late day- time dresses and costumes in new imported Dutch fabrics, embroideries, Summer cottons and silks. By invitation. Thereafter Feb. 18 at 4:00 P.M. By reservation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 17 4:30 P.M. 7:00 P.M. Cocktails	PREVIEW: SWEATERS AND SEPARATES BY GIVENCHY First U.S. preview of Hubert Givenchy's special Paris collection of sweaters and separates in "Orlon" acrylic fiber, including new textured filament yarn, at continuous showings. By invitation. Press contact: Dorothy Gromann, LO. 3-6400, Ext. 404. <u>Trade showings, Thurs., Feb. 19,</u> <u>4:30 P.M. - 7:00 P.M. Cocktails.</u> By invitation. Trade contact: Jean Lindsay, LO. 3-6400, Ext. 505.	DU PONT COMPANY	SAVOY-HILTON HOTEL LE CHATEAU - 11TH FL.
Tuesday Feb. 17 5:00 P.M.	SUMMER COLLECTION BY PAULINE TRIGERE Press preview of Pauline Trigere's Summer collection. By invitation. Trade showings Feb. 18 and 19 at 2:30 P.M. By appointment. Contact: Marge Conner, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Feb. 18 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Feb. 18 4:30 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Preview of Spring fashions by Virginie of Paris exclusive at "Miss Bergdorf" Shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR "MISS BERGDORF" SHOP
Thursday Feb. 19 12:00 Noon Luncheon	COSMETIC & MILLINERY LUNCHEON MEETING "The Big Change" introducing "The Lunar Look--Heavenly Hats". Guest Speaker: Eugenia Sheppard. Chairmen: Conoldine Burnett (Millinery); Kathleen Spencer Cory (Cosmetics). Prices: \$7.00, members; \$8.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA) BALLROOM	
Thursday Feb. 19 12:30 P.M. Luncheon	MADE-IN-EUROPE SPRING FASHIONS AT LUNCHEON Showing of Macy's Spring made-in-Europe fashion collection. Press by in- vitation. Public by reservation; contact: "Banquet", PL. 9-3000. Macy Publ.: Ann Miller, OX. 5-4400, Ext. 2260. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Tuesday Feb. 24 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Frechtel contact: PE. 6-1310. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL (205 WEST 39TH ST.)	WAIDORF-ASTORIA PEACOCK ALLEY
Tuesday Feb. 24 4:00 P.M. Champagne	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnard will present his Spring-Summer custom order collection of daytime and evening fashions created by him in Paris, and to be produced there. By invitation. Publ.: Kay Inglis-Jones, PL. 9-3000.	BOB BUGNARD, INC. (117½ E. 67TH ST.)	ST. REGIS HOTEL LOUIS XVI SUITE
Wednesday Feb. 25 3:00 P.M.	PREVIEW: SPRING- SUMMER FASHIONS "Elizabeth Arden Spring-Summer Collection". By invitation. Publicity: Alan McGeehan at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE 2ND FLOOR